

Woman's World

BUSINESS VALUE OF BEAUTY

Five million women are today employed at wages in the United States. The greater number of these—those employed in mills or factories at rough manual labor, or women engaged in routine clerical work in great business houses where they are screened from the public view—can be as plain as ill-fortune chose to make them, and their positions are not thereby endangered.

But there have grown up certain kinds of work from which the girl minus good looks and a good figure is absolutely barred, says Miriam Finn Scott in Success. In consequence there has developed an almost separate profession which can rightly be entitled "The Profession of Being Good Looking."

"There is not a stenographer who is not aware that a pretty face is a commercial asset," says Miss Scott, "and none appreciates this more keenly than the plain girl. A friend of mine, very clever, very quick and exact, with excellent references, but unfortunately with a plain face, recently tried to secure a position by calling in response to want advertisements."

"At the first place she applied she found nine girls ahead of her. Each one of these girls was to take a dictation. She and one other girl took the simple business letter of about 200 words in about a minute and a half and typed it quickly and accurately. The other eight were girls of very mediocre ability; but it was the prettiest of these who got the job, for she had dimples and a catching smile, and easy manner and pretty clothes."

"Perhaps in no other kind of work, barring the stage, has the commercial value of a woman's face been so well proved as by the demonstrator, especially the demonstrator of toilet articles, who, with her fine complexion, wealth of hair or good teeth, advertises alleged merits of face creams, eye-brow growers, hair growers, wrinkle preventers and the like; the milliner's model, who tries on hats before the fashionable customer and whose pretty head and handsome face make the headgear more attractive in the eyes of the customer; the figure model, who tries on rich, ready-made gowns and cloaks and whose form and beauty emphasize the style of the garment; the girl who poses for fashion plates, the mannequin and hairdresser in public shops, the stenographer in many positions, sayeswomen in certain departments, the ticket seller in cheap shows, and a number of other varieties that will suggest themselves to the woman who goes shopping."

"Skill, of course, is required in such work, but as one girl said to me: 'It's your looks that hold your job.'"

"I know one of these commercial beauty models whose likeness is seen almost everywhere—in cars, in railroad stations, in drug stores, on fences through the country roads, in magazines and newspapers. Nature has endowed her with a wonderful head of beautiful golden brown hair, naturally wavy, thick and long."

"Before she became a model and while employed as a clerk in a wholesale drug business a customer noticed her hair. She wore it simply, in two braids circling her head. He asked her to pose for an advertisement of a hair tonic which he had discovered. She posed in a dozen different ways with her hair down."

"But of course," she told me, "in each pose the artist retouched my face slightly—changed my nose, my chin, my eyes, to make it appear to the public that a number of consumers of this hair grower had testified to its merits."

REAL WOMEN AND REAL MEN.

Dr. Emil Reich, who died this month in London, was remarkable as a historian who really lived. In his thirtieth year he made up his mind that the study of books and documents gave no satisfactory apprehension of history, and he went out into the world to learn history from life. He travelled widely, spending five years in the United States, four in France, and thirteen in England. What no thought of America is indicated in one of his most popular books, "Success Among the Nations." Of success in America, he wrote: "The Americans have of all modern nations the greatest chance of success, economic or material, provided the Far East will be ready to undergo a process of Europeanization. Intellectual success in the highest sense is less likely in America. American women have by over-mentalization weakened their

CHOICE RECIPES

Economy in Eggs.

Eggs at this season are a luxury and should not be used too recklessly. For setting the coffee, for instance, egg shells are quite as efficacious as the egg itself, yet if the housewife does not keep watch the careless cook, who does not have to settle the bills, is more apt than not to plump a whole egg into the pot. Wash all eggs before breaking, and save the shells to dry, crush and add to the coffee. If the coffee be measured and put into the pot, add a little cold water, enough to mix well with a half eggshell crushed. Let stand for a moment, then pour on the boiling water, let come to a boil, take from the fire a second, let come to a boil, again, remove and repeat a third time, then let stand where it will keep hot, but not boil for five minutes. Just before serving pour in two tablespoonfuls cold water, let settle and the coffee when poured will be as clear as amber.

Rice Pudding Without Eggs.

Many cooks think they have to use eggs in making a rice pudding but a most delicate and palatable one can be made without any.

Wash and pick over a half cup of rice. Put in a buttered pudding dish with a pint and a half of milk, half a cup of sugar, a pinch of salt and a grated lemon rind. Bake two hours, stirring frequently for the first hour and a half, then finish the baking to form a light crust over the top. Serve with cream.

Katie's Graham Pudding.

Mix together two and one-half cups of graham flour, one cup of milk, one cup of molasses, and one cup of raisins, seeded, two small teaspoonfuls of soda, dissolved in a little of the milk, then beaten in with the rest of the milk and molasses, a pinch of salt and a half teaspoonful of ginger. Steam two hours and serve with hard sauce, a lemon sauce or a foam sauce.

Foam Sauce.

Dissolve a tablespoonful of cornstarch in two tablespoonfuls of cold water and cook until clear. Cream together a half cup of butter and one of sugar, and pour it over the boiling starch, stirring rapidly, which causes it to foam. Flavor with a teaspoonful of vanilla and two of vinegar, which gives it something the flavor of wine.

Virginia Holiday Cakes.

Cream one-half pound butter with a half pound of pulverized sugar. Add the beaten yolks of six eggs, three-fourths pound sifted flour, and one teaspoonful each almond and rose extract. Make into a dough and shape with the hand into small balls. Press a blanched almond into the top of each, and bake in a steady oven. These little cakes will flatten slightly in the baking.

Pecan Macaroons.

Whip the whites of three eggs, then add to them one-half pound light brown sugar, a little cinnamon to flavor, and three-fourths pound pecan nuts, cut into bits. Drop on smooth brown paper, and bake in a very cool oven, like a warming oven, for nearly two hours.

Cocoon Macaroons.

Sift together a scant cupful of granulated sugar. Add two cupfuls of best shredded cocoon, mix thoroughly and fold in the whites of three large eggs whipped to a stiff froth. Roll into a sheet, cut in small flat cakes and bake in a moderate oven until crisp and golden brown.

—EMMA PADDOCK TELFORD, in Washington Star.

ARROWS A NEW FAD.

Dots have had their day. Now the woman who embroiders is making little blunt arrows on her frocks and shirt waists, the little arrows being placed in rows one beneath the other, and all pointing the same way. An afternoon frock of dull blue marquisette over silk of the same color, which was worn at the new Martin restaurant one afternoon last week, had these little arrows embroidered on the blue in a slightly darker shade. Each arrow was three inches long, the cross-pieces on the tail being, of course, very near the pointed head. There were three arrows on either side of the bodice front and three down the outer side of each sleeve.

power for good. What a nation wants mainly of two factors: real women who do not want to be men, and real men who do not try to be women."

Fine Job Printing, Star Office.

BABY'S SACQUE

Have you ever thought of crepe for this little lounging robe? It is soft, inexpensive and warm. It also takes the hand embroidery that you probably wish to add.

The circular pattern is very good. Slashes at the sides of fronts and backs will make the kimono sleeves. These can be tied into place by baby ribbon.

Some imported sacques show the introduction of beadwork. White flat beads worked in dainty designs on colored flannel suggest endless possibilities to busy fingers. Embroidery and bead-work are combined on many of these.

Little lace collars are now hand-made and added to flannel sacques as a soft snowy touch. They can be removed, for they are attached by ribbons to crocheted rings at the top.

Quilted sacques are quite easily made of china silk over wadding. Handwork is used, and the tiny squares of crossed stitches are the most usual form of the quilting.

Lilies-of-the-valley, tiny forget-me-not, little daisies and rosebuds are appropriate for embroidery on the baby's sacque.

Last of all, have two or three of these little kimonos or sacques, so that the little one will be warm, always clean and will rejoice in a variety of "negligees."

Fashions And Fads

Beaded marquisette is a novelty.

The semi-princess dress continues to be fashionable.

Puffs are gradually giving way to clusters of curls.

Smocking on children's dresses is very fashionable.

A white flower used this winter on black hats is the edelweiss.

Surplice effects are very conspicuous among the smart waists.

Party slippers are decorated with rosettes, buckles, bows and butterflies.

Oriental embroideries display motifs emphasized by beads of gold and silver.

Perhaps the greatest novelty is the frock with the Japanese obi sash or girdle.

The cord shirring is a prominent style feature in the newest misses' garments.

Metal fringe of exceedingly light weight is the smart trimming of a beaver turban.

Many skirts on evening dresses are showing openings at one side over an under petticoat.

The prettiest barrettes are in buckle form. They are sometimes as large as three by five inches.

The vogue of the tunic continues and the slender silhouette dominates the winter styles.

A frill of val lace is a decided addition to the fancy apron, finished about the edge with button-holed scallops.

Satin is seen everywhere in all sorts of costumes. Satin flowers are much used for millinery and costume decoration.

There is a very decided leaning toward skirts having few seams, and those few of a rather ornamental character.

The white cotton crepe waist if smocked with old blue is exceedingly pretty.

The small round hat that is almost bonnet shape is decidedly the most popular chapeau for children's wear this season.

Mourning ornaments are very sparingly used and should always be of dull-finished jet or enamel or should be crepe-covered.

Small clusters of brilliant colors form the centers of rosettes of chiffon or metallic gauze used for trimming evening gowns.

The fancy for Persian trimmings is seen in children's millinery, and so is the tapestry idea in bright colors, but in small designs.

Very handsome evening slippers for full dress are sometimes fashioned of cloth of silver or gold and sometimes of brocade.

Slipper buckles are becoming more and more essential to the well-dressed woman. They are to be found in all sizes and all metals.

Marquisette is one of the most popular of the many alluring veiling fabrics now being shown, and comes in a great variety of pretty effects.

Plated effects are always attractive in dresses for girls, inasmuch as they

afford the long straight lines that are so becoming to the average child.

Mourning veils for draping on hats and in the back are of very wide mesh net and finished with a wide and one or two narrow bandings of ribbon.

Evening wraps are very lovely made of beaded lace or net laid over lustrous satins. They often have a deep hem of the satin and a large collar as well.

The day when the debutante was strictly gowned in pure white is past. The new wild rose frocks for young girls threaten to take the pure-white frocks' place.

Ribbon hair ornaments in becoming bow shapes, and also in flat rosette effects, called this season "boutonnieres," are greatly liked by both young girls and youthful matrons.

Hosiery always matches the slippers and many beautiful silk stockings are shown having elaborately wrought drawn-work decorations, or else daintily embroidered in floral designs.

Doll jet or enamel jewelry is invariably worn for deep mourning.

Brooches, belt buckles and long neck chains for jorgnette or watch are about all that is really necessary.

The woman with high color rejoices in black millinery this season. The poinsettia is used again for setting off the black hat, though this season a single white poinsettia is smarter than the reds.

To dress the hair in the new hobble style one must part it in the middle, then drape it back from the face in some soft way and finally bunch it in the back in a big mass, around

which is twisted a coil of hair or a band of ribbon.

MARINE REPORT.

Friday, January 13, 1911.
Salina Cruz—Arrived, Jan. 10, S. S. Arizonan, from Kaanapali, Dec. 15.
San Francisco—Sailed, Jan. 13, 3 a. m., S. S. America Maru, for Honolulu.
Arrived, Jan. 13, noon, S. S. Korea, hence Jan. 7.
Panama—Sailed, Jan. 12, Jap. S. S. Asama and Kasagi for Honolulu.
Mail for San Francisco per S. S.

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